1-12. (CANCELED)

13. (NEW) A stand comprising:

a floor mount,

a location means for a unit to be supported; and

at least one column extending between the floor mount to which it is attached by a first attachment and the location means which is attached to, or integral with, an upper region of the or each column; the column having a longitudinal axis which is curved relative to a straight line extending between the first attachment and the location means;

the, or each, column serving to transmit loads applied to the stand by way of the location means to the floor mount; the, or each, column comprising a hollow channel substantially symmetrical about the longitudinal axis of the front panel; and a hollow spine having a cross section in the region of the floor stand which is greater than the cross section of the spine in the region of the location means.

14. (NEW) The stand according to claim 13, wherein the, or at least one, column comprises in combination:

a front panel extending between floor mount and the location means and reducing in horizontal cross section in passing upwardly from the floor mount to the location means; the front panel having a longitudinal axis which is curved relative to a straight line extending between the first attachment and the second attachment; and

a hollow spine of U-section channel attached to the front panel such that the front panel serves to close the U-section such that the front panel and the hollow spine in combination provide a column substantially symmetrical about the longitudinal axis of the front panel; the hollow spine having a cross section in the region of the floor stand which is greater than the cross section of the spine in the region of the location means.

15. (NEW) The stand according to claim 13, wherein the, or at least one, column has a sequence of apertures along at least part of the length of a wall of the column channel to enable a cable to be readily inserted into and drawn along the channel so as to extend within the spine from an entry into the spine by way of an aperture in the sequence in the vicinity of the floor stand and to pass out of the column by way of an aperture in the sequence in the vicinity of the location means so as to provide for the cable to provide a shrouded path for data or power cable within the, or each, column having a sequence of apertures as aforesaid.

16. (NEW) The stand according to claim 13, wherein there is provided on the column in the vicinity of the location a coupling means including a socket or other supply termination for a power supply and/or a data coupling to enable a unit to be attached by means of attached to the locating means to be demountably attached to a power or data supply.

17. (NEW) The stand according to claim 16, wherein the coupling is fed power and/or data by way of at least one cable extending from the coupling along the column by way of the hollow spine.

18. (NEW) The stand according to claim 13, wherein the front panel incorporates at least one longitudinal slot extending through the panel; the slot having an edge on the side of the panel which extends contiguously with an outside of a side wall of the U-section channel such that a flat member inserted through the slot from the side of the panel on the opposite side to the side to which the spine is attached is enabled to pass through the slot and lie in contact with the side wall for support thereby over an extend contact area.

19. (NEW) The stand according to claim 17, wherein a shelf support extends through the slot for attachment to the spine; the support projecting outwardly from the front of the front panel to receive a shelf to support an item or item at a location beneath the location means.

20. (NEW) The stand according to claim 13, wherein the floor mount is demountably attached to the column by coupling means so that a floor mount having given outside dimension can only be attached to a column whose height is related to the outside dimensions of the floor mount so that the combination of the floor mount and the column can support an added display or other unit secured to the location means in a stable configuration without added support.

21. (NEW) The stand according to claim 13, wherein the floor mount is provided with wheels to enable the stand to be displaced by rolling on the wheels.

22. (NEW) A stand as hereinbefore described with reference to the accompanying drawings.

23. (NEW) A display assembly comprising a display unit secured to the locating means of a stand comprising:

a floor mount,

a location means for a unit to be supported; and

at least one column extending between the floor mount to which it is attached by a first attachment and the location means which is attached to, or integral with, an upper region of the or each column; the column having a longitudinal axis which is curved relative to a straight line extending between the first attachment and the location means;

the, or each, column serving to transmit loads applied to the stand by way of the location means to the floor mount; the, or each, column comprising a hollow channel substantially symmetrical about the longitudinal axis of the front panel; and a hollow spine having a cross section in the region of the floor stand which is greater than the cross section of the spine in the region of the location means.

24. (NEW) The display assembly according to claim 23, wherein the display unit is plasma screen.